

ADDENDUM A - PRIZM NE LIFESTAGE DEFINITIONS

In various sections of this study, references are made to Claritas, Inc.'s *Prizm NE Lifestyles*. There are three Lifestage classes and 11 Lifestage groups. These classes and groups are differentiated by three demographic variables: **affluence, householder age, and presence of children**. Sorting and combining these demographic traits create unique household segments. In Section III of this study, the Downtown Housing User Household (DHUH) profile is defined in terms of these groups. The DHUH profile is comprised of the four Lifestage groups indicated below in **red**.

YOUNGER YEARS CLASS (Y)

The *Younger Years* class consists of three Lifestage groups, where singles and couples are typically under 45 years old and child free: residents may be too young to have children or are approaching middle age and chose not to have them. The three *Younger Years* groups are:

Y1 - Midlife Success

The *Midlife Success* group typically is filled with childless singles and couples in their 30s and 40s. The wealthiest of the Younger Years class, this group is home to many white, college-educated residents who make six-figure incomes at executive and professional jobs, but also extends to more middle-class segments. This group is found in suburban and exurban communities, and as consumers are big fans of the latest technology, financial products, aerobic exercise, and travel.

Y2 – Young Achievers

Young, hip singles are the prime residents of *Young Achievers*, a lifestage group of twenty-somethings who have recently settled in metro neighborhoods. Their incomes range from working-class to well-to-do, but most are still renting apartments in cities or close-in suburbs. This group contains a high percentage of Asian singles, and there is a decidedly progressive sensibility in their tastes as reflected in the group's liberal politics, alternative music, and lively nightlife. *Young Achievers* are twice as likely as the general population to include college students living in group quarters.

Y3 – Striving Singles

The *Striving Singles* group makes up the most downscale of the Younger Years class. Centered in exurban towns and satellite cities, these twenty-something singles typically have low incomes, often under \$25,000 a year, from service jobs or part-time work they take on while going to college. Housing for this group consists of a mix of cheap apartment complexes, dormitories, and mobile homes. As consumers, these residents score high for outdoor sports, movies and music, fast food, and inexpensive cars.

FAMILY LIFE CLASS (F)

The presence of children is the defining characteristic of the *Family Life* class. It is comprised of four subgroups, all of which have high indexes for middle-aged adults and children living at home. The four *Family Life* groups are:

F1 – Accumulated Wealth

The *Accumulated Wealth* group contains the wealthiest families, mostly college-educated, white-collar Baby Boomers living in sprawling homes beyond the nation's beltways. This group is filled with upscale professionals. The group's median income is nearly six figures, and they have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games, and top-of-the-line sporting equipment. The adults in these households are also a prime audience for print media, expensive cars, and frequent vacations, often to theme parks as well as European destinations.

F2 – Young Accumulators

Compared to the Accumulated Wealth group, the *Young Accumulators* are slightly younger and less affluent than their upscale peers. Ethnically diverse, these households include an above average number of Hispanic and Asian Americans. Adults typically have college educations and work a mix of white-collar managerial and professional jobs. Found mostly in suburban and exurban areas, the large families in *Young Accumulators* have fashioned comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly technology, and adult toys like campers, powerboats, and motorcycles. Their media tastes lean toward cable networks targeted to children and teenagers.

F3 – Mainstream Families

Mainstream Families refers to a collection of middle- and working-class child-filled households. While the age range of adults is broad, from 25 to 54, most families have at least one child under age 18. Residents in this exurban group share similar consumption patterns, living in modestly priced homes, including mobile homes, and ranking high for owning three or more cars. As consumers, *Mainstream Families* maintain lifestyles befitting large families in the nation's small towns: lots of sports, electronic toys, groceries in bulk, and televised media.

F4 – Sustaining Families

Sustaining Families is the least affluent of the Family Life groups ranging from working-class to decidedly downscale. Ethnically mixed, with a high percentage of African American, Asian, and Hispanic families, this group also displays geographic diversity, from inner cities to some of the most isolated communities in the nation. Most adults hold blue-collar and service jobs, earning wages that relegate their families to small, older apartments and mobile homes. And, the lifestyles are similarly modest: households here are into playing games and sports, shopping at discount chains and convenience stores, and tuning into nearly everything that airs on TV and radio.

MATURE YEARS CLASS (M)

Mature Years comprises four lifestage groups, all with residents who tend to be over 45 years old and childless. This class does not include households with both 50 year old residents and children under age 18. The four *Mature Years* groups are:

M1 – Affluent Empty Nests

While those on the “MTV side” of age 50 may debate their inclusion in this group, Americans in the Mature Years tend to be over 45 years old and living in houses that have empty-nested. The *Affluent Empty Nests* group features upscale couples who are college-educated, hold executive and professional positions, and are over age 45. While their neighborhoods are found across a variety of landscapes, from urban to small-town areas, they all share a propensity for living in large, older homes. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, exercise equipment, and business media. These people are also community activists who write politicians, volunteer for environmental groups, and vote heavily in elections.

M2 – Conservative Classics

College-educated, over 55 years old and upper-middle-class, the *Conservative Classics* group offers a portrait of quiet comfort. These childless singles and couples live in older suburban homes with two cars in the driveway and a wooden deck out back. For leisure at home, they enjoy gardening, reading books, watching public television, and entertaining neighbors over barbecues. When they go out, it is often to a local museum, the theater, or a casual-dining restaurant like the Olive Garden or Lone Star Steakhouse.

M3 – Cautious Couples

Another large group of the Mature Years class is the *Cautious Couples*, featuring an over 55 year old mix of singles, couples, and widows. Widely scattered throughout the nation, these residents typically are working-class and white, with some college education and a high rate of homeownership. Given their blue-collar roots, *Cautious Couples* pursue sedate lifestyles. They have high rates for reading, travel, eating out at family restaurants, and pursuing home-based hobbies like coin collecting and gardening.

M4 – Sustaining Seniors

The *Sustaining Seniors* group is filled with older, economically challenged Americans. Racially mixed and dispersed throughout the country, they all score high for having residents who are over 65 years old and household incomes under \$25,000. Many are single or widowed, have modest educational achievement, and live in older apartments or small homes. On fixed incomes, they lead low-key, home-centered lifestyles. They are big on watching TV, gardening, sewing, and woodworking. Their social life often revolves around activities at veterans clubs and fraternal organizations.

ADDENDUM B

SURVEY FOR CITY OFFICIALS



**MICHIGAN STATEWIDE
DOWNTOWN HOUSING STUDY
SURVEY FOR CITY OFFICIALS**



Respondent's Information:

Name: _____
Agency: _____
Job Title: _____
Business Phone: _____

1. Select the City about which you are responding:

- | | | | |
|---------------------------------------|---------------------------------------|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Ann Arbor | <input type="checkbox"/> Ferndale | <input type="checkbox"/> Jackson | <input type="checkbox"/> Muskegon |
| <input type="checkbox"/> Battle Creek | <input type="checkbox"/> Flint | <input type="checkbox"/> Kalamazoo | <input type="checkbox"/> Pontiac |
| <input type="checkbox"/> Bay City | <input type="checkbox"/> Grand Rapids | <input type="checkbox"/> Lansing | <input type="checkbox"/> Port Huron |
| <input type="checkbox"/> East Lansing | <input type="checkbox"/> Holland | <input type="checkbox"/> Midland | <input type="checkbox"/> Saginaw |

2. Indicate how many years of experience you have had with your city's downtown:

- ☐ Under 1 ☐ 1-5 ☐ 6-10 ☐ 11-15 ☐ 16-20 ☐ 20+

3. Indicate to what degree the following factors have encouraged the growth of multi-unit housing in your downtown (if there is no downtown housing, indicate to what degree these factors would encourage its start; enter a number for each):

1 = A lot 2 = Some 3 = A little 4 = None 5 = Not sure

- ____ Available properties (reasonably priced buildings & sites for redevelopment)
____ High activity level (sporting-entertainment-cultural events/festivals/nightlife)
____ Robust employment (major employers/good job market)
____ Good quality of life (public amenities/retail services/safe/pleasant setting)
____ Engaged city government (initiatives & incentives/developer-friendly staff)
____ Strong housing market (unmet demand)
____ Desire to live closer to work or school
____ Other (not listed above): _____

Comments: _____

4. Indicate to what degree the following factors have discouraged the growth of multi-unit housing in your downtown (enter a number for each):

1 = A lot 2 = Some 3 = A little 4 = None 5 = Not sure

- ☐ Few available properties (limited redevelopment opportunities)
- ☐ Low activity level (few things to do/not much happening)
- ☐ Struggling employment (no major employers/poor job market)
- ☐ Poor quality of life (limited retail services/unsafe/unpleasant setting)
- ☐ Disengaged city government (no initiatives or incentives/lack of interest)
- ☐ Weak housing market (limited demand)
- ☐ Inadequate parking options (few public parking spaces)
- ☐ No qualified developers (no local companies to deliver the product)
- ☐ Other (not listed above): _____

Comments: _____

5. Indicate to what degree the following factors motivate people to live in your downtown (enter a number for each):

1 = A lot 2 = Some 3 = A little 4 = None 5 = Not sure

- ☐ Entertainment-sporting-cultural events, festivals & nightlife
- ☐ Pedestrian and/or bike-friendly streetscapes
- ☐ Pleasant public outdoor areas
- ☐ Architecturally unique dwelling spaces
- ☐ Monetary city incentives
- ☐ Closer proximity to work or school/shorter commute
- ☐ Easier to meet people/more social diversity
- ☐ Lower cost of living
- ☐ Other (not listed above): _____

Comments: _____

6. List the most compelling reasons for living in your downtown:

1. _____
2. _____
3. _____

7. Indicate which retail services are **NOT** presently in your downtown area (check all that are missing):

- | | |
|--|---|
| <input type="checkbox"/> Supermarket/grocery store | <input type="checkbox"/> Bank |
| <input type="checkbox"/> Hardware/home improvement store | <input type="checkbox"/> Cleaners/laundry |
| <input type="checkbox"/> Barber shop/salon | <input type="checkbox"/> Gas station/car care |
| <input type="checkbox"/> Pharmacy | <input type="checkbox"/> Restaurants/bars |
| <input type="checkbox"/> Video store/bookstore | <input type="checkbox"/> Coffee shop |
| <input type="checkbox"/> Other (not listed above): _____ | |

If you checked one or more boxes above, indicate to what degree these missing services discourage multi-unit downtown housing:

- ☐ A lot ☐ Some ☐ A little ☐ None ☐ Not sure

Comments: _____

8. Indicate which major entertainment venues are located in your downtown area:

- | | |
|--|---|
| <input type="checkbox"/> Sports stadium/arena | <input type="checkbox"/> Large outdoor public plaza |
| <input type="checkbox"/> Performing arts center/theater | <input type="checkbox"/> Museum |
| <input type="checkbox"/> Planetarium | <input type="checkbox"/> Movie theater/IMAX |
| <input type="checkbox"/> Shopping mall | <input type="checkbox"/> Civic auditorium |
| <input type="checkbox"/> Other (not listed above): _____ | |

If you checked one or more boxes above, indicate to what degree these venues encourage multi-unit downtown housing:

- ☐ A lot ☐ Some ☐ A little ☐ None ☐ Not sure

Comments: _____

9. Indicate to what degree downtown housing is positively impacting downtown businesses:

- ☐ A lot ☐ Some ☐ A little ☐ None ☐ Not sure ☐ N/A (no housing)

If you selected "A lot" or "Some", provide a brief description of the impact:

10. List the most effective ways that your city is attracting/encouraging multi-unit housing in the downtown area:

1. _____
2. _____
3. _____

11. From your experience, describe the most important thing that your city should be doing (but is not doing) to attract/encourage multi-unit housing in your downtown:

12. List the most common reasons for poorly performing multi-unit housing in your downtown (if any):

1. _____
2. _____
3. _____

13. Indicate how many qualified developers are available in your area to deliver multi-unit housing in the downtown area:

☐ A lot ☐ Some ☐ A few ☐ None ☐ Not sure

Comments: _____

14. Indicate whether your city controls downtown buildings and sites that are good candidates for multi-unit housing: ☐ Yes ☐ No

If you answered "Yes", indicate to what degree the city is marketing and/or advancing the development of these properties:

☐ A lot ☐ Some ☐ A little ☐ None ☐ Not sure

Comments: _____

15. Indicate how often your city uses Requests For Proposals (RFP's) to deliver multi-unit housing in your downtown:

☐ Always ☐ Sometimes ☐ Rarely ☐ Never ☐ Not sure

Comments: _____

16. Select the statement that best describes the degree to which your city is pursuing multi-unit housing in the downtown area:

- ☐ None - there are no significant efforts being made at this time
☐ A little - trying to get started or moving ahead at a very slow rate
☐ Some - advancing at a moderate pace
☐ A lot - many projects under construction and in the pipeline
☐ Not sure

Comments: _____

17. Select the statement below that best describes your city's attitude about downtown housing:

- ☐ Do nothing; development will occur when demand and economics warrant.
☐ Promote, encourage and facilitate; assist the private sector, as long as it doesn't cost the city anything.
☐ Do everything possible; provide land, funding and/or tax incentives, if necessary.
☐ Not sure

Comments: _____

18. Indicate to what degree crime and/or homelessness are perceived as deterrents to living in your downtown?

☐ A lot ☐ Some ☐ A little ☐ None ☐ Not sure

Comments: _____

- 19: If you could change one thing about your downtown that would result in more people living there, indicate what it would be:

20. Indicate whether a demand for multi-unit housing has been identified in your downtown recently by a professional market study: ☐ Yes ☐ No

- A) If you answered "Yes", indicate the strength of the downtown housing market according to the study:

☐ Strong ☐ Moderate ☐ Weak ☐ None ☐ Not sure

- B) If you answered "No", do you believe that there is a demand?

☐ Yes ☐ No

If you answered "Yes", briefly explain why and indicate the strength of the market in your estimation (strong/moderate/weak):

21. List the state program that has helped your city the most to deliver multi-unit downtown housing (if any):

- 22: List the state program that has helped your city the least to deliver multi-unit downtown housing (if any):

23. Indicate to what degree state assistance is needed by your city to advance multi-unit downtown housing:

☐ A lot ☐ Some ☐ A little ☐ None ☐ Not sure

Comments:

24. List one new way that the State could help your city encourage/foster multi-unit downtown housing:

25. Indicate whether you would be willing to participate in a follow-up phone interview to further discuss downtown housing in your city? ☐ Yes ☐ No

If you answered "Yes", please make sure that your phone number is entered at the top of Page 1.

If you have questions regarding this survey, please contact either:

Walt Whitmyre, Project Director
VWB Research
869 West Goodale Boulevard
Columbus, Ohio 43212
(614) 225-9500

or

Laurie Cummings, Market Specialist
Michigan State Housing Development Authority
735 East Michigan Avenue
Lansing, Michigan 48909
(517) 373-6744

ADDENDUM C

SURVEY FOR HOUSING DEVELOPERS



**MICHIGAN STATEWIDE
DOWNTOWN HOUSING STUDY
SURVEY FOR HOUSING DEVELOPERS**



Respondent Information:

Name: _____
Company: _____
Job Title: _____
Business Phone: _____

1. Indicate the year that your company started developing multi-unit downtown housing in Michigan cities: _____

2. For the Michigan cities below, indicate in which your company has developed or is developing multi-unit downtown housing:

- | | | | |
|---------------------------------------|---------------------------------------|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Ann Arbor | <input type="checkbox"/> Ferndale | <input type="checkbox"/> Jackson | <input type="checkbox"/> Muskegon |
| <input type="checkbox"/> Battle Creek | <input type="checkbox"/> Flint | <input type="checkbox"/> Kalamazoo | <input type="checkbox"/> Pontiac |
| <input type="checkbox"/> Bay City | <input type="checkbox"/> Grand Rapids | <input type="checkbox"/> Lansing | <input type="checkbox"/> Port Huron |
| <input type="checkbox"/> East Lansing | <input type="checkbox"/> Holland | <input type="checkbox"/> Midland | <input type="checkbox"/> Saginaw |

3. Indicate the type and number of multi-unit downtown housing projects that your company has developed or is developing in Michigan cities:

☐ Rental: _____ projects ☐ Condo: _____ projects

4. Indicate to what degree the following factors have encouraged your company to develop multi-unit housing in downtown areas (enter a number for each):

1 = A lot 2 = Some 3 = A little 4 = None 5 = Not sure

- _____ Available properties (reasonably priced buildings & sites for redevelopment)
- _____ High activity level (sporting-entertainment-cultural events/festivals/nightlife)
- _____ Robust employment (major employers/good job market)
- _____ Good quality of life (public amenities/retail services/safe/pleasant setting)
- _____ Engaged city government (initiatives & incentives/developer-friendly staff)
- _____ Strong housing market (unmet demand)
- _____ Other (not listed above): _____

Comments: _____

5. Indicate to what degree the following factors have discouraged your company from developing multi-unit housing in downtown areas (enter a number for each):

1 = A lot 2 = Some 3 = A little 4 = None 5 = Not sure

- _____ Few available properties (limited redevelopment opportunities)
- _____ Low activity level (few things to do/not much happening)
- _____ Struggling employment (no major employers/poor job market)
- _____ Poor quality of life (limited retail services/unsafe/unpleasant setting)
- _____ Disengaged city government (no initiatives or incentives/lack of interest)
- _____ Weak housing market (limited demand)
- _____ Inadequate parking options (few public parking spaces)
- _____ Other (not listed above): _____

Comments: _____

6. Select the statement that best describes your company's experience to-date with multi-unit housing in downtown areas:

- ☐ Working on first one – making progress.
- ☐ Working on first one – having challenges.
- ☐ Have done at least one – performed poorly; will not do another.
- ☐ Have done at least one – performed marginally; may do another.
- ☐ Have done at least one – performed well; will do another.

Comments: _____

7. List the city program (if any) that has helped your company the most in developing multi-unit housing in downtown areas:

8. List the state program (if any) that has helped your company the most in developing multi-unit housing in downtown areas:

9. Indicate which development method your company prefers to use in delivering multi-unit housing in downtown areas:

☐ Reuse an existing building ☐ Build new on a cleared site ☐ Not sure

Comments: _____

10. List the most common challenges that your company faces when developing multi-unit housing in downtown areas:

1. _____
2. _____
3. _____

11. Indicate how often your company secures a professional market study before advancing the development of multi-unit housing in downtown areas:

☐ Always ☐ Sometimes ☐ Rarely ☐ Never ☐ Not sure

Comments: _____

12. Indicate the smallest city population that your company will consider when selecting locations for multi-unit downtown housing (select one):

☐ 10,000 ☐ 20,000 ☐ 30,000 ☐ 40,000 ☐ 50,000
☐ 60,000 ☐ 70,000 ☐ 80,000 ☐ 90,000 ☐ 100,000+

Comments: _____

13. Indicate how often your company responds to city Requests For Proposals (RFP's) when pursuing multi-unit housing in downtown areas:

☐ Always ☐ Sometimes ☐ Rarely ☐ Never ☐ Not sure

Comments: _____

14. Indicate whether your company has converted downtown housing units from condo to rental due to slow sales: ☐ Yes ☐ No ☐ Not Sure

Comments: _____

-
15. List the most important things that a developer should provide in multi-unit housing projects to make them successful in downtown areas:

1. _____
2. _____
3. _____

16. List the most important things that cities should provide developers to increase the success rate of multi-unit housing in downtown areas:

1. _____
2. _____
3. _____

17. Indicate how important city assistance is to the success of multi-unit housing in downtown areas:

☐ Extremely ☐ Very ☐ Somewhat ☐ Not at all ☐ Not sure

Comments: _____

18. Indicate how important state assistance is to the success of multi-unit housing in downtown areas:

☐ Extremely ☐ Very ☐ Somewhat ☐ Not at all ☐ Not sure

Comments: _____

19. Indicate how important the inclusion of office and/or retail space is to the success of multi-unit housing in downtown areas:

☐ Extremely ☐ Very ☐ Somewhat ☐ Not at all ☐ Not sure

Comments: _____

20. List one new way that each of the following governmental entities could help developers in delivering successful multi-unit housing in downtown areas:

Cities: _____

The State: _____

21. Indicate to what degree the following factors motivate people to live downtown (enter a number for each):

1 = A lot 2 = Some 3 = A little 4 = None 5 = Not sure

- _____ Entertainment-sporting-cultural events, festivals & nightlife
- _____ Pedestrian and/or bike-friendly streetscapes
- _____ Pleasant public outdoor areas
- _____ Architecturally unique dwelling spaces
- _____ Monetary city incentives
- _____ Closer proximity to work or school/shorter commute
- _____ Ease of meeting people/more social diversity
- _____ Lower cost of living
- _____ Other (not listed above): _____

Comments: _____

22. Rank order the following resident types according to their numbers in multi-unit downtown housing (1= most / 6= least):

- _____ Single adult / alone
- _____ Single adult / children
- _____ Roommates or partners / no children
- _____ Partners / children
- _____ Married couple / no children
- _____ Married couple / children

Comments: _____

23. Rank order the following unit types according to their popularity in multi-unit downtown housing (1= most popular / 5= least popular):

- _____ Studio
- _____ One-bedroom
- _____ Two-bedroom
- _____ Three-bedroom
- _____ Four-bedroom

Comments: _____

24. Indicate how important each of the following **on-site** amenities is to the success of multi-unit downtown housing (check one box for each amenity):

<u>Property</u>	<u>Extremely Important</u>	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>	<u>Not Sure</u>
Visitor parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resident parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assigned resident parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Covered resident parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secured resident parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pool/whirlpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laundry room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community/party room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resident storage (outside unit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roof terrace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secured building entries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-site management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elevator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor play area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Unit</u>	<u>Extremely Important</u>	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>	<u>Not Sure</u>
Private outdoor area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fireplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High ceilings (over 8')	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet wired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ceiling fans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Washer/dryer connections only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Washer/dryer equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Window coverings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open floor plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exposed brick/duct work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

25. Based on your experience with multi-unit downtown housing in Michigan, indicate how actual absorption periods (time to achieve 95% initial occupancy) compare to anticipated absorption periods:

- ☐ Much faster than anticipated
☐ Faster than anticipated
☐ As anticipated

- ☐ Slower than anticipated
☐ Much slower than anticipated
☐ Not sure

26. Based on your knowledge, experience, and dealings within the industry, indicate the current strength of the downtown housing markets in the following Michigan cities (if you are unfamiliar with a city, check the "Not Sure" box):

	<u>Strong</u>	<u>Moderate</u>	<u>Weak</u>	<u>None</u>	<u>Not Sure</u>
Ann Arbor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Battle Creek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bay City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
East Lansing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ferndale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grand Rapids	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Holland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jackson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kalamazoo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lansing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Midland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Muskegon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pontiac	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Port Huron	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saginaw	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. Indicate whether you would be willing to participate in a follow-up phone interview to further discuss your experiences with multi-unit downtown housing in Michigan:

- ☐ Yes ☐ No

If you answered "Yes", please make sure that your phone number is entered at the top of Page 1.

If you have questions regarding this survey, please contact either:

Walt Whitmyre, Project Director
VWB Research
869 West Goodale Boulevard
Columbus, Ohio 43212
(614) 225-9500

or

Laurie Cummings, Market Specialist
Michigan State Housing Development Authority
735 East Michigan Avenue
Lansing, Michigan 48909
(517) 373-6744

ADDENDUM D

SURVEY FOR RENTAL HOUSING OWNERS



**MICHIGAN STATEWIDE
DOWNTOWN HOUSING STUDY
SURVEY FOR
RENTAL HOUSING OWNERS**



Respondent Information:

Name: _____

Company: _____

Job Title: _____

Business Phone: _____

1. Indicate the year that your company started owning multi-unit downtown rental housing in Michigan cities: _____

2. For the Michigan cities below, indicate in which your company has owned multi-unit downtown rental housing:

- | | | | |
|---------------------------------------|---------------------------------------|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Ann Arbor | <input type="checkbox"/> Ferndale | <input type="checkbox"/> Jackson | <input type="checkbox"/> Muskegon |
| <input type="checkbox"/> Battle Creek | <input type="checkbox"/> Flint | <input type="checkbox"/> Kalamazoo | <input type="checkbox"/> Pontiac |
| <input type="checkbox"/> Bay City | <input type="checkbox"/> Grand Rapids | <input type="checkbox"/> Lansing | <input type="checkbox"/> Port Huron |
| <input type="checkbox"/> East Lansing | <input type="checkbox"/> Holland | <input type="checkbox"/> Midland | <input type="checkbox"/> Saginaw |

3. Indicate the number of multi-unit downtown rental housing projects that your company has owned in Michigan cities: _____

4. Indicate to what degree the following factors have encouraged your company to own multi-unit rental housing in downtown areas (enter a number for each):

1 = A lot 2 = Some 3 = A little 4 = None 5 = Not sure

____ Available properties (reasonably priced buildings & sites for redevelopment)

____ High activity level (sporting-entertainment-cultural events/festivals/nightlife)

____ Robust employment (major employers/good job market)

____ Good quality of life (public amenities/retail services/safe/pleasant setting)

____ Engaged city government (initiatives & incentives/developer-friendly staff)

____ Strong housing market (unmet demand)

____ Other (not listed above): _____

Comments: _____

5. Indicate to what degree the following factors have discouraged your company from owning multi-unit rental housing in downtown areas (enter number for each):

1 = A lot 2 = Some 3 = A little 4 = None 5 = Not sure

- ____ Few available properties (limited redevelopment opportunities)
____ Low activity level (few things to do/not much happening)
____ Struggling employment (no major employers/poor job market)
____ Poor quality of life (limited retail services/unsafe/unpleasant setting)
____ Disengaged city government (no initiatives or incentives/lack of interest)
____ Weak housing market (limited demand)
____ Inadequate parking options (few public parking spaces)
____ Other (not listed above): _____

Comments: _____

6. Select the statement that best describes your company's experience to-date with multi-unit rental housing projects in downtown areas:

- ☐ Working on first one – making progress.
☐ Working on first one – having challenges.
☐ Have owned at least one – performed poorly; will not do another.
☐ Have owned at least one – performed marginally; may do another.
☐ Have owned at least one – performed well; will do another.

Comments: _____

7. List the city program (if any) that has helped your company the most in owning multi-unit rental housing in downtown areas:

8. List the state program (if any) that has helped your company the most in owning multi-unit rental housing in downtown areas:

9. Indicate which structure type your company prefers to own in downtown areas:

☐ Remodeled existing building ☐ New building on a cleared site ☐ Not sure

Comments: _____

10: List the most common challenges that your company faces when owning multi-unit rental housing in downtown areas:

1. _____
2. _____
3. _____

11. Indicate how often your company secures a professional market study before purchasing/developing multi-unit rental housing projects in downtown areas:

☐ Always ☐ Sometimes ☐ Rarely ☐ Never ☐ Not sure

Comments: _____

12. Indicate the smallest city population that your company will consider when selecting locations for multi-unit downtown housing (select one):

☐ 10,000 ☐ 20,000 ☐ 30,000 ☐ 40,000 ☐ 50,000
☐ 60,000 ☐ 70,000 ☐ 80,000 ☐ 90,000 ☐ 100,000+

Comments: _____

13. Indicate how often your company responds to city Requests For Proposals (RFP's) when pursuing multi-unit rental housing in downtown areas:

☐ Always ☐ Sometimes ☐ Rarely ☐ Never ☐ Not sure

Comments: _____

14. Indicate whether your company has converted downtown housing units from condo to rental due to slow sales: ☐ Yes ☐ No ☐ Not Sure

Comments: _____

15. List the most important things that an owner should provide in multi-unit rental housing projects to make them successful in downtown areas:

1. _____
2. _____
3. _____

16. List the most important things that cities should provide owners to increase the success rate of multi-unit rental housing in downtown areas:

1. _____
2. _____
3. _____

17. Indicate how important city assistance is to the success of multi-unit rental housing in downtown areas:

☐ Extremely ☐ Very ☐ Somewhat ☐ Not at all ☐ Not sure

Comments: _____

18. Indicate how important state assistance is to the success of multi-unit rental housing in downtown areas:

☐ Extremely ☐ Very ☐ Somewhat ☐ Not at all ☐ Not sure

Comments: _____

19. Indicate how important the inclusion of office and/or retail space is to the success of multi-unit rental housing in downtown areas:

☐ Extremely ☐ Very ☐ Somewhat ☐ Not at all ☐ Not sure

Comments: _____

20. List one new way that each of the following governmental entities could help owners operate successful multi-unit rental housing in downtown areas:

Cities: _____

The State: _____

21. Indicate to what degree the following factors motivate people to live downtown (enter a number for each):

1 = A lot 2 = Some 3 = A little 4 = None 5 = Not sure

- _____ Entertainment-sporting-cultural events, festivals & nightlife
- _____ Pedestrian and/or bike-friendly streetscapes
- _____ Pleasant public outdoor areas
- _____ Architecturally unique dwelling spaces
- _____ Monetary city incentives
- _____ Closer proximity to work or school/shorter commute
- _____ Ease of meeting people/more social diversity
- _____ Lower cost of living
- _____ Other (not listed above): _____

Comments: _____

22. Rank order the following resident types according to their numbers in your multi-unit downtown rental housing (1= most / 6= least):

- _____ Single adult / alone
- _____ Single adult / children
- _____ Roommates or partners / no children
- _____ Partners / children
- _____ Married couple / no children
- _____ Married couple / children

Comments: _____

23. Rank order the following unit types according to their popularity in your multi-unit downtown rental housing (1= most popular / 5= least popular):

- _____ Studio
- _____ One-bedroom
- _____ Two-bedroom
- _____ Three-bedroom
- _____ Four-bedroom

Comments: _____

24. Indicate how important each of the following **on-site** amenities is to the success of multi-unit downtown rental housing (check one box for each amenity):

<u>Property</u>	<u>Extremely Important</u>	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>	<u>Not Sure</u>
Visitor parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resident parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assigned resident parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Covered resident parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secured resident parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pool/whirlpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laundry room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community/party room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resident storage (outside unit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roof terrace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secured building entries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-site management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elevator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor play area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Unit</u>	<u>Extremely Important</u>	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>	<u>Not Sure</u>
Private outdoor area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fireplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High ceilings (over 8')	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet wired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ceiling fans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Washer/dryer connections only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Washer/dryer equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Window coverings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open floor plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exposed brick/duct work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

25. Based on your experience with multi-unit downtown rental housing in Michigan, indicate typical vacancy rates:

- ☐ Below 5% ☐ 15% to 19%
☐ 5% to 9% ☐ 20% or higher

☐ 10% to 14%

☐ Not sure

26. Based on your knowledge, experience, and dealings within the industry, indicate the current strength of the downtown rental housing markets in the following Michigan cities (if you are unfamiliar with a city, check the "Not Sure" box):

	<u>Strong</u>	<u>Moderate</u>	<u>Weak</u>	<u>None</u>	<u>Not Sure</u>
Ann Arbor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Battle Creek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bay City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
East Lansing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ferndale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grand Rapids	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Holland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jackson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kalamazoo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lansing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Midland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Muskegon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pontiac	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Port Huron	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saginaw	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. Indicate whether you would be willing to participate in a follow-up phone interview to further discuss your experiences with multi-unit downtown rental housing in Michigan:

☐ Yes

☐ No

If you answered "Yes", please make sure that your phone number is entered at the top of Page 1.

If you have questions regarding this survey, please contact either:

Walt Whitmyre, Project Director
VWB Research
869 West Goodale Boulevard
Columbus, Ohio 43212
(614) 225-9500

or

Laurie Cummings, Market Specialist
Michigan State Housing Development Authority
735 East Michigan Avenue
Lansing, Michigan 48909
(517) 373-6744

ADDENDUM E

SURVEY FOR RESIDENTS



**MICHIGAN STATEWIDE
DOWNTOWN HOUSING STUDY
SURVEY FOR RESIDENTS**



ABOUT YOU:

1. Indicate in which Michigan city you are currently living:

- | | |
|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Ann Arbor | <input type="checkbox"/> Jackson |
| <input type="checkbox"/> Battle Creek | <input type="checkbox"/> Kalamazoo |
| <input type="checkbox"/> Bay City | <input type="checkbox"/> Lansing |
| <input type="checkbox"/> East Lansing | <input type="checkbox"/> Midland |
| <input type="checkbox"/> Ferndale | <input type="checkbox"/> Muskegon |
| <input type="checkbox"/> Flint | <input type="checkbox"/> Pontiac |
| <input type="checkbox"/> Grand Rapids | <input type="checkbox"/> Port Huron |
| <input type="checkbox"/> Holland | <input type="checkbox"/> Saginaw |

2. Indicate your gender: ☐ Male ☐ Female

3. Indicate your age:

- ☐ Under 25 ☐ 25 to 34 ☐ 35 to 44 ☐ 45 to 54 ☐ 55 to 64 ☐ 65+

4. Indicate with whom you are living (adults):

- ☐ Alone
☐ Roommate/partner
☐ Spouse
☐ Other (specify): _____

5. Indicate whether children under age 18 are living with you: ☐ Yes ☐ No

6. Indicate the total number of people in your household (include yourself):

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 or more

7. Indicate your total annual household income before taxes:

- | | |
|---|---|
| <input type="checkbox"/> Less than \$50,000 | <input type="checkbox"/> \$150,000 to \$174,999 |
| <input type="checkbox"/> \$50,000 to \$74,999 | <input type="checkbox"/> \$175,000 to \$199,999 |
| <input type="checkbox"/> \$75,000 to \$99,999 | <input type="checkbox"/> \$200,000 or more |
| <input type="checkbox"/> \$100,000 to \$124,999 | <input type="checkbox"/> Not sure |
| <input type="checkbox"/> \$125,000 to \$149,999 | |

8. Indicate your highest level of education:

- ☐ Some high school, did not graduate
- ☐ High school graduate, did not attend college
- ☐ Some college, did not graduate
- ☐ Tech/vocational school graduate or associate degree
- ☐ Bachelors degree
- ☐ Postgraduate degree
- ☐ Other (specify): _____

9. Indicate whether you are currently a student:

☐ Yes ☐ No

10. Indicate your employment status:

- ☐ Full-time
- ☐ Part-time
- ☐ Unemployed, seeking work
- ☐ Not working
- ☐ Other (specify): _____

If you are currently not working, skip to Question 13.

11. If you work, indicate where:

- ☐ At home
- ☐ Downtown
- ☐ Within the city, but not downtown
- ☐ Outside the city

12. If you work, indicate your occupation: _____

ABOUT YOUR PRIOR RESIDENCE:

13. Indicate whether you owned or rented your prior residence:

☐ Owned ☐ Rented ☐ Other (specify): _____

14. Indicate the location of your prior residence:

- ☐ Within this same downtown
- ☐ Within this same city, but not downtown
- ☐ Within this same county, but not this city
- ☐ Outside this county, but in Michigan
- ☐ Outside Michigan

15. If you owned your prior residence, indicate its selling price when you left:

- | | |
|---|---|
| <input type="checkbox"/> Under \$99,999 | <input type="checkbox"/> \$600,000 to \$699,999 |
| <input type="checkbox"/> \$100,000 to \$199,999 | <input type="checkbox"/> \$700,000 to \$799,999 |
| <input type="checkbox"/> \$200,000 to \$299,999 | <input type="checkbox"/> \$850,000 to \$899,999 |
| <input type="checkbox"/> \$300,000 to \$399,999 | <input type="checkbox"/> \$900,000 to \$999,999 |
| <input type="checkbox"/> \$400,000 to \$499,999 | <input type="checkbox"/> \$1,000,000 or more |
| <input type="checkbox"/> \$500,000 to \$599,999 | <input type="checkbox"/> Not sure |

16. If you rented your prior residence, indicate the total monthly rent when you left:

- | | |
|---|---|
| <input type="checkbox"/> Under \$400 | <input type="checkbox"/> \$900 to \$999 |
| <input type="checkbox"/> \$400 to \$499 | <input type="checkbox"/> \$1,000 to \$1,249 |
| <input type="checkbox"/> \$500 to \$599 | <input type="checkbox"/> \$1,250 to \$1,499 |
| <input type="checkbox"/> \$600 to \$699 | <input type="checkbox"/> \$1,500 or more |
| <input type="checkbox"/> \$700 to \$799 | <input type="checkbox"/> Not sure |
| <input type="checkbox"/> \$800 to \$899 | |

17. Indicate how important each of the following factors was in your decision to move downtown:

	<u>Extremely Important</u>	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>	<u>Not Sure</u>
Proximity to work or school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience to entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live in a unique building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Favorable price/rent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience to dining/nightlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meet people/social diversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal safety/building security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Less reliance on the automobile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High level of activity/things to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to public outdoor spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience to retail services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian-friendly streetscapes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Indicate the primary reason for your move downtown:

ABOUT YOUR CURRENT RESIDENCE:

19. Indicate the name of your current building or residential development:

20. Indicate whether you own or rent your current residence:

☐ Owned ☐ Rented ☐ Other (specify): _____

21. Indicate how many choices you had within your price range when you pursued your current residence:

☐ A lot ☐ Some ☐ Few ☐ Not sure

22. Indicate how long you have lived in your current residence:

☐ Less than 1 year ☐ 1 to 5 years ☐ 6 to 10 years ☐ More than 10 years

23. Indicate the number of bedrooms and bathrooms in your current residence:

Bedrooms

- ☐ 0 (studio)
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 or more

Bathrooms

- ☐ 0 (shared with other units)
- ☐ 1
- ☐ 1.5
- ☐ 2
- ☐ 2.5
- ☐ 3 or more

24. Indicate whether your current residence is located in a building that includes retail and/or office space: ☐ Yes ☐ No

If you answered "Yes", indicate whether you use or patronize these spaces:

☐ Yes ☐ No

25. If you own your current residence, indicate what you paid for it:

- | | |
|---|---|
| <input type="checkbox"/> Under \$99,999 | <input type="checkbox"/> \$600,000 to \$699,999 |
| <input type="checkbox"/> \$100,000 to \$199,999 | <input type="checkbox"/> \$700,000 to \$799,999 |
| <input type="checkbox"/> \$200,000 to \$299,999 | <input type="checkbox"/> \$850,000 to \$899,999 |
| <input type="checkbox"/> \$300,000 to \$399,999 | <input type="checkbox"/> \$900,000 to \$999,999 |
| <input type="checkbox"/> \$400,000 to \$499,999 | <input type="checkbox"/> \$1,000,000 or more |
| <input type="checkbox"/> \$500,000 to \$599,999 | <input type="checkbox"/> Not sure |

26. If you rent your current residence, indicate the total monthly rent:

- | | |
|---|---|
| <input type="checkbox"/> Under \$400 | <input type="checkbox"/> \$900 to \$999 |
| <input type="checkbox"/> \$400 to \$499 | <input type="checkbox"/> \$1,000 to \$1,249 |
| <input type="checkbox"/> \$500 to \$599 | <input type="checkbox"/> \$1,250 to \$1,499 |
| <input type="checkbox"/> \$600 to \$699 | <input type="checkbox"/> \$1,500 or more |
| <input type="checkbox"/> \$700 to \$799 | <input type="checkbox"/> Not sure |
| <input type="checkbox"/> \$800 to \$899 | |

27. Indicate how important each of the following unit amenities is to you:

	<u>Extremely Important</u>	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>	<u>Not Sure</u>
Private outdoor area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fireplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High ceilings (over 8')	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ceiling fans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Washer/dryer connections only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Washer/dryer machines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Window coverings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet wired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open floor plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exposed brick/duct work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Indicate which one of the above unit amenities is most important to you:

28. Indicate how important each of the following on-site common amenities is to you:

	<u>Extremely Important</u>	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>	<u>Not Sure</u>
Visitor parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assigned resident parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Covered/secured parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laundry room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pool/whirlpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community/party room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resident storage (outside unit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secured building entries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-site management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elevator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor play area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Indicate which one of the above on-site amenities is most important to you:

29. Indicate what you like best about your current residence:

30. Indicate what you like least about your current residence:

31. Indicate the number of on-site parking spaces that you need at your current residence (exclude visitor parking): ☐ 1 ☐ 2 ☐ 3 ☐ 4

32. Indicate how satisfied you are with your current residence:

☐ Extremely ☐ Very ☐ Somewhat ☐ Not at all ☐ Not sure

ABOUT YOUR DOWNTOWN:

33. Indicate what you like best about living downtown:

34. Indicate what you like least about living downtown:

35. Indicate how satisfied you are with living downtown:

☐ Extremely ☐ Very ☐ Somewhat ☐ Not at all ☐ Not sure

36. Rate your downtown on each of the following areas:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Not Sure</u>
Parking/traffic flow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness/appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eating/drinking establishments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activity level/things to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public outdoor spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian-friendly streetscapes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transit system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment/sporting events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Housing choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

37. Indicate why you would move from your current residence:

38. Please provide any additional comments about living downtown:

If you have questions regarding this survey, please contact either:

Walt Whitmyre, Project Director		Laurie Cummings, Market Specialist
VWB Research		Michigan State Housing Development Authority
869 West Goodale Boulevard	or	735 East Michigan Avenue
Columbus, Ohio 43212		Lansing, Michigan 48909
(614) 225-9500		(517) 373-6744

ADDENDUM F

CLARITAS, INC. METHODOLOGIES



Claritas Update Demographics Methodology Summary



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Demographic Estimation Program

The Claritas Demographic Estimation Program, currently in its fourth decade, is in the hands of the industry's most experienced demographers. The Claritas program draws upon the strengths of five of the industry's pioneering programs and is supported by extensive research and evaluation, with results often documented in professional papers.

A yearly result of the estimation program is the Claritas Annual Demographic Update, which contains **estimates** (data prepared for the current year) and **projections** (data prepared for dates five years in the future).

The update starts with the estimation and projection of base counts, and is then followed by characteristics relating to these base counts. Data for large geographic areas is prepared first, followed by progressively smaller areas, with the data being adjusted to ensure consistency from one level to the next.

The target date is January 1 of the relevant year for estimates and projections.

Trending

To take full advantage of methodological refinements and new data resources, each set of updates begins not with the previous year's estimates, but with data from the most recent decennial census. For this reason, the difference between estimates for consecutive years is not an estimate of change from one year to the next. Change is estimated with reference to the previous census numbers.

Hurricane Methods

Although Claritas was producing and releasing special sets of hurricane impact estimates throughout 2007, the 2007 update is the first standard product to include estimates of the impact of Hurricane Katrina.

County Level Population and Households

At the county level, estimates of post-Katrina population started with pre-hurricane estimates, then subtracted displaced persons, and added evacuees settling in the county. Displaced population was estimated using a Claritas block overlay of FEMA flood/damage maps that identified census blocks in areas of flooding or severe damage, and thus the number of persons likely displaced by these conditions. These estimates were also supplemented with Red Cross data on destroyed housing.

The displaced population was distributed to counties of destination based on the distribution of FEMA claims for assistance, converted from ZIP Codes to counties of origin. It is important to note that some counties had both displaced population and inbound evacuees, for a net change in population.

For dates well after the hurricane, the objective was to estimate the extent of population recovery in the direct impact counties, and distribute the correspondingly smaller displaced population to destination counties using the FEMA claims data. Estimates of recovery relied heavily on population estimates from local sources, such as the Louisiana Department of Health and Hospitals, the Louisiana Public Health Institute, and a special set of post-Katrina county population estimates from the Census Bureau.

Household estimates reflecting hurricane impact were derived from the population estimates, but required care since evacuations did not always involve whole households, and evacuees did not always establish new households in their counties of destination.

Census Tract and Block Group Estimates

Estimates at the tract and block group levels were based on post-hurricane changes in the count of deliverable residential addresses in the impacted areas. For many months following the hurricane, the USPS address counts did not reflect the impact on population, but by the fall of 2006, the impact was reflected in many areas, and enabled the production of the first small area impact estimates.

Demographic Characteristics

The impact of population and household characteristics is a greater challenge, and data on these impacts is still scarce. However, much of the impact traces to the characteristics of the persons, households, and housing units in the most heavily impacted neighborhoods. To reflect this, estimates of characteristics in selected counties were produced only at the block group, or neighborhood, level—without adjustments to Census-based county control estimates that would have reflected only pre-Katrina data. Estimates of characteristics from the ACS and the Louisiana Public Health Institute provided some guidance for these estimates, but, while valuable, this data is itself preliminary and is not suitable for use as control totals.

Geography

The update is produced for standard census geography levels as well as non-standard but commonly-used areas such as metropolitan areas, ZIP Codes, and DMAs. For more information about the geography levels for the update, see the *Claritas Demographic Update Methodology*.

In addition to the geographic levels mentioned above, data is also available for the following boundaries and areas:

- Designated Market Areas (DMAs)
- Congressional districts
- Telephone service areas (i.e., NPA/NXXs and Wire Centers)
- Cable television franchise areas
- Natural gas service areas
- Electric service areas
- Yellow Pages directory areas

Variable Categories

Claritas Update Demographics includes the categories and their respective data items listed below.

Base Counts	Population Households (occupied housing units) Family households (households with two or more related persons) Group quarters population (e.g., dormitories, military barracks, prisons) Housing units (house, apartment, or group of rooms intended as separate living quarters)
Population Characteristics	Population by age Population by sex Population by race Population by Hispanic ethnicity Population by age by sex by race by Hispanic ethnicity
Household characteristics	Households by income Households by size (number of persons) Age of householder Income by age of householder Households by Effective Buying Income Householders by race and Hispanic ethnicity Households by income by race of householder Households by income by ethnicity of householder Households by year householder moved into unit
Housing Characteristics	Total owner-occupied units Owner-occupied units by value Housing units by year structure built
Means and Medians	Mean and median household income Mean and median family household income Mean and median Effective Buying Income Per capita income Median age of population Median age of householders Median home value

Data Item Summary

Base Counts

Base counts are the basic totals for population, households, family households, group quarters population, and housing units. At the national, state, county, and place geography levels, base count updates are based on estimates from the United States Census Bureau and, in some cases, state demographers. At the census tract and block group levels, base count information is based on sources including local estimates, trends in United States Postal Service (USPS) deliverable address counts, counts from the Claritas Master Address List, and trends in consumer counts from the Equifax TotalSource™ database.

Population Characteristics

The characteristics for which population is estimated are age, sex, race, Hispanic ethnicity, and age by sex by race by ethnicity.

Population by Age/Sex

Age/sex distribution is estimated using a modified cohort survival method, which ages population based on age/sex specific survival probabilities, and estimates births over the estimation period. Group quarters and other populations that do not age in place are not aged. The method is applied first at county level using the most recent county-level data available from the Census Bureau. Tract data is produced next, and is controlled to the data at the county level; block group data is controlled to tract level.

Population by Race/Ethnicity

Race by Hispanic ethnicity is estimated for 14 categories reflecting single classification race. County estimates are produced first, using the most recent county-level data available from the Census Bureau. Tract and block group estimates are both produced based on 1990-2000 census trends, and are controlled to the next higher level. The 1990-2000 census trends are identified through Claritas' bridging of 1990 census race data to the 2000 census race definitions. Estimates of all-inclusive race are derived from the single classification estimates through the use of Census 2000 ratios of race counts and tallies.

Household Characteristics

Characteristics for which households are estimated are household income, household size, age of householder, race and ethnicity of householder, and the year the householder moved into the unit.

Household Income

Income estimates and projections reflect the census money income definition, and are produced for current dollar values. Rates of change in median income are estimated first, then the 2000 census income distributions are advanced to reflect the

estimated rate of change. Income estimates at the county level and above reflect income change estimated by the Bureau of Economic Analysis (BEA) as well as income change indicated by statistics from the Internal Revenue Service (IRS), and in large counties, income estimates from the Census Bureau's new American Community Survey (ACS).

Income change at the tract and block group levels is estimated based on information from the Equifax Consumer Marketing database, the TotalSource consumer household database, and projections of inter-censal trends.

Distributions of 2000 census income are advanced to the estimated and projected years through a process that estimates the movement of households from one income category to the next based on the specific area's estimated rate of income growth.

Household Size

The distribution of households by size starts with the 2000 census distributions, and is then advanced to current year based on estimated change in persons per household (average household size). Iterative proportional fitting (IPF) is then used to ensure consistency with previously estimated household totals and average household size.

Income by Age of Householder

The income-by-age estimates are produced after those for population by age and households by income. The household-by-income estimates serve as totals for the income dimension, but persons-by-age estimates are converted to householders-by-age through the use of headship rates reflecting 2000 census householder-by-age data. The households-by-income and householders-by-age estimates serve as income and age row and column totals for the estimated income by age table. Cell values (specific income-by-age categories) are estimated through iterative proportional fitting of Census 2000 income-by-age data to the estimated income and age totals. This process yields income-by-age values that not only sum to the income and age estimates, but also preserve the statistical relationship between income and age for each area as measured by the census.

Housing Unit Characteristics

Characteristics for which housing units are estimated are the total count of owner-occupied units, value of owner-occupied units, and age of housing units.

Housing Value

Housing value is estimated for all owner occupied housing units. As with income, the method begins with the estimation of a rate of change, which is used to advance the 2000 census distribution to current and then projection year.

At the state and national levels, target rates of change in value are based on change in value estimated by the 2005 American Community Survey, as well as change in the House Price Index from the Office of Federal Housing Enterprise Oversight (OFHEO).

At county level, the OFHEO data is combined with change in median sales price data from the National Association of Realtors to estimate change. An additional data source also contributed to the estimates in counties with large populations, due to the annual data from the ACS being available for the first time. Tract rates of change are based on a combination of projected inter-censal trends and post-2000 change in average mortgage amounts from the Equifax Consumer Marketing database.

As with income, estimated rates of change are used to advance the 2000 census distributions to current year. The national and state rates serve only as targets (not control totals) for the county estimates, while the tract and block group estimates are controlled to the next higher level.

Smoothed Data

In addition to the annual demographic estimates and projections, the Claritas Update provides a series of detailed 2000 census tables that have been ratio-adjusted, or smoothed, to relevant current-year totals. These tables purport only to show the effect of applying decennial census distributions to estimated base count totals at the block group level. The list of smoothed data items is as follows:

- Persons by detailed single classification race
- Hispanic or Latino population by specific origin
- Persons by ancestry
- Households by household size, household type, and presence of own children
- Households by presence of persons under 18 years and household type
- Households by household type and household size
- Group quarters population by group quarters type
- Persons 5+ by language spoken at home
- Persons 15+ by sex and marital status
- Working population 16+ by means of transportation to work
- Working population 16+ by travel time to work
- Population 25+ by educational attainment
- Hispanic or Latino population 25+ by educational attainment
- Persons 16+ by sex and employment status
- Employed civilian population 16+ by industry
- Employed civilian population 16+ by occupation
- Employed civilian population 16+ by class of worker
- Aggregate household income by type of income
- Families by poverty status, family type, and presence of related children under age 18
- Housing units by units in structure
- Occupied housing units by tenure and vehicles available

V. QUALIFICATIONS

A. THE COMPANY

VWB Research is a real estate research firm established to provide accurate and insightful market forecasts for a broad range client base. The three principals of the firm, Robert Vogt, Tim Williams, and Patrick Bowen, have a combined 45 years of real estate market feasibility experience throughout the United States.

Serving real estate developers, syndicators, lenders, state housing finance agencies, and the U.S. Department of Housing and Urban Development (HUD), the firm provides market feasibility studies for affordable housing, market-rate apartments, condominiums, senior housing, student housing, and single-family developments.

B. THE STAFF

Robert Vogt has conducted and reviewed over 5,000 market analyses over the past 26 years for market-rate and Low-Income Housing Tax Credit apartments, as well as studies for single-family, golf course/residential, office, retail and elderly housing throughout the United States. Mr. Vogt is a founding member and the immediate past chairman of the National Council of Affordable Housing Market Analysts, a group formed to bring standards and professional practices to market feasibility. He is a frequent speaker at many real estate and state housing conferences. Mr. Vogt has a bachelor's degree in finance, real estate, and urban land economics from the Ohio State University.

Tim Williams has over 20 years of sales and marketing experience and over 10 years in the real estate market feasibility industry. He is a frequent speaker at state housing conferences and an active member of the National Council of State Housing Agencies and the National Housing and Rehabilitation Association. Mr. Williams has a bachelor's degree in English from Hobart and William Smith College.

Patrick Bowen has prepared and supervised market feasibility studies for all types of real estate products, including affordable family and senior housing, multifamily market-rate housing, and student housing, for more than 10 years. He has also prepared various studies for submittal as part of HUD 221(d) 3 & 4, HUD 202 developments, and applications for housing for Native Americans. Mr. Bowen has worked closely with many state and federal housing agencies to assist them with their market study guidelines. Mr. Bowen has his bachelor's degree in legal administration (with emphasis on business and law) from the University of West Florida.

Brian Gault has conducted fieldwork and analyzed real estate markets for eight years in more than 40 states. In this time, Mr. Gault has conducted a broad range of studies, including Low-Income Housing Tax Credit, luxury market-rate apartments, comprehensive community housing assessment, HOPE VI redevelopment, student housing analysis, condominium communities, and mixed-use developments. Mr. Gault has his bachelor's degree in public relations from the E.W. Scripps School of Journalism, Ohio University.

Nancy Patzer has over a decade of experience as a writer and researcher. Ms. Patzer's experience includes securing grant financing for a variety of communities and organizations and providing planning direction and motivation through research for organizations such as Community Research Partners/United Way of Central Ohio and the City of Columbus. As a project director for VWB Research, Ms. Patzer has conducted field research and provided insightful analysis in over 200 U.S. markets in the areas of housing, community and economic development, and senior residential care, among others. She holds a Bachelor of Science in Journalism from the E.W. Scripps School of Journalism, Ohio University.

Christopher T. Bunch has eight years of professional experience in real estate, including four years' experience in the real estate market research field. Mr. Bunch, who holds an Ohio Real Estate Appraisal License, is responsible for preparing market feasibility studies and rent comparability studies for a variety of clients. Mr. Bunch earned a bachelor's degree in Geography with a concentration in Urban and Regional Planning from Ohio University in Athens, Ohio.

Andrew W. Mazak has four years of experience in the real estate market research field. He has conducted and participated in market feasibility studies in numerous markets throughout the United States. Mr. Mazak attended Capital University in Columbus, Ohio, where he graduated with a bachelor's degree in Business Management and Marketing.

Nathan Young has two years of experience in the real estate profession. He has conducted field research and written market studies in more than 75 rural and urban markets throughout the United States. Mr. Young's real estate experience includes analysis of apartment (subsidized, Tax Credit, and market-rate), senior housing (i.e. nursing homes, assisted-living, etc.), student housing, condominium, retail, office, and self-storage facilities. Mr. Young has a bachelor's degree in Engineering (Civil) from Ohio State University.

Jim Beery has more than 20 years experience in the real estate market feasibility profession. He has written market studies for a variety of development projects, including multifamily apartments (market-rate, affordable housing, and government-subsidized), residential condominiums, hotels, office developments, retail centers, recreational facilities, commercial developments, single-family developments, and assisted-living properties for older adults. Other consulting assignments include numerous community redevelopment and commercial revitalization projects. Mr. Beery has a bachelor's degree in Business Administration (Finance major) from The Ohio State University.

David S. Currier has conducted on-site market evaluations in more than 90 markets in 25 states, Canada, and the U.S. Virgin Islands. Mr. Currier has analyzed apartments (subsidized, Tax Credit, and upscale market-rate), senior housing (i.e. nursing homes, assisted-living, etc.), student housing, condominium, retail, office, and marinas. Mr. Currier has a bachelor's degree in Economics from the University of Colorado.

Walt Whitmyre has directed 165 real estate development projects in 15 different states. During his 30 years as a real estate professional, Mr. Whitmyre has been heavily involved in nearly every aspect of the industry. From concept design to construction, Mr. Whitmyre has been responsible for real estate developments totaling \$400,000,000 and has acquired valuable insights from the perspectives of both developer and development team member. Mr. Whitmyre's expertise includes development team management, market feasibility studies, site due diligence, design evaluation, project budgeting, and jurisdictional entitlements. Mr. Whitmyre holds a bachelor's degree in Environmental Design/Architecture from the University of Colorado.

Rick Stein has over 15 years experience as a software developer and systems analyst. He has served as a consultant on a wide variety of information technology and urban planning projects throughout the region. He manages the Geographic Information Systems department at VWB, which is responsible for all mapping, demographic evaluation, and application development. Mr. Stein has earned a Bachelor of Science in Business Administration (specializing in Management Information Systems) from Bowling Green State University and a Master of City and Regional Planning from The Ohio State University. He is an active member of the American Planning Association and the Ohio Planning Conference.

June Davis is an administrative assistant with 19 years experience in market feasibility. Ms. Davis has overseen production on over 1,000 market studies for projects throughout the United States.

Field Staff – VWB Research maintains a field staff of professionals experienced at collecting critical on-site real estate data. Each member has been fully trained to evaluate site attributes, area competitors, market trends, economic characteristics, and a wide range of issues impacting the viability of real estate development.